IN THE CLAIMS:

The following listing of claims will replace all prior versions, and listings, of the claims in the application:

1-19.   (Cancelled)

20.   (Currently amended)  A method for assigning domain names configured according to a domain name system, each domain name including a user-selected subdomain label to the left of a fully-qualified domain name, the method comprising:

obtaining fully-qualified domain names associated with different corresponding host IP addresses in resource records of domain name servers from a plurality of domain name holders;

communicating with the domain name servers to effect reassignment of name service records for the fully-qualified domain names, whereby the fully-qualified domain names are pointed to at least one IP address of a subdomain management system;

maintaining a database of subdomain labels for the fully-qualified domain names, wherein each subdomain label is not associated with an IP address in a zone file of any higher-level domain, the database accessible by the subdomain management system and relating each subdomain label to a user-determinable address for content and to at least one of the fully-qualified domain names; and

providing an interface interoperable with the database to relate user-selected subdomain labels with user-selected ones of the fully-qualified domain names to provide domain names, each domain name comprising a fully-qualified domain name and at least one subdomain label to the left of the fully-qualified domain name.

21.    (Previously presented)    The method of Claim 20, further comprising receiving a request for content, comprising a domain name configured in accordance with the domain name system, the domain name comprising a fully-qualified domain name and at least one subdomain label to the left of the fully-qualified domain name.

22.    (Previously presented)    The method of Claim 21, further comprising directing the request to the user-determinable address related to the at least one subdomain.

23.    (Previously presented)    The method of Claim 22, wherein the directing step further comprises directing the request to the user-determinable address comprising a network address.

24.    (Previously presented)    The method of Claim 22, wherein the directing step further comprises directing the request to the user-determinable address comprising an address configured independently of the domain name system.

25.    (Previously presented)    The method of Claim 22, further comprising serving content in response to the request.

26.    (Previously presented)    The method of Claim 20, further comprising obtaining information for payment from users for relating user-selected subdomain labels to fully-qualified domain names in the database.

27.    (Previously presented)    The method of Claim 26, further comprising crediting a portion of the payment to a holder of the fully-qualified domain name.

28.    (Previously presented)  The method of Claim 20, wherein the obtaining step further comprises obtaining the fully-qualified domain names, wherein at least one of the fully-qualified domain names comprises a subdomain labeled with a designated wildcard character of the domain name system, and at least one higher-level domain name.

29.    (Previously presented)  The method of Claim 21, wherein the maintaining step further comprises maintaining the database including subdomain labels associated as lower-level domains of other subdomain labels, wherein multiple subdomain labels are related to corresponding ones of the user-determinable addresses.

30.  (Currently amended)  A system for aggregating a plurality of fully-qualified domain names for independent licensing of subdomain labels related thereto, comprising:

a subdomain management system, comprising a server connected to a network and operably associated with a database and with a memory, the memory holding instructions for:

obtaining fully-qualified domain names associated with different corresponding host IP addresses in resource records of domain name servers from a plurality of domain name holders;

communicating with the domain name servers to effect reassignment of name service records for the fully-qualified domain names, whereby the fully-qualified domain names are pointed to at least one IP address of the subdomain management system;

maintaining the database of subdomain labels for the fully-qualified domain names, wherein each subdomain label is not associated with an IP address in a zone file of any higher-level domain, the database relating each subdomain label to a user-determinable address for content and to at least one of the fully-qualified domain names; and

providing an interface interoperable with the database to relate user-selected subdomain labels with user-selected ones of the fully-qualified domain names to provide domain names, each domain name comprising a fully-qualified domain name and at least one subdomain label to the left of the fully-qualified domain name.

31.  (Previously presented)  The system of Claim 30, wherein the instructions further comprise receiving a request for content, comprising a domain name configured in accordance with the domain name system, the domain name comprising a fully-qualified domain name and at least one subdomain label to the left of the fully-qualified domain name.

32.    (Previously presented)  The system of Claim 31, wherein the instructions further comprise directing the request to the user-determinable address related to the at least one subdomain.

33.    (Previously presented)  The system of Claim 32, wherein the directing step of the instructions further comprises directing the request to the user-determinable address comprising a network address.

34.    (Previously presented)  The system of Claim 32, wherein the directing step of the instructions further comprises directing the request to the user-determinable address comprising an address configured independently of the domain name system.

35.    (Previously presented)  The system of Claim 32, wherein the instructions further comprise serving content in response to the request.

36.    (Previously presented)  The system of Claim 30, wherein the instructions further comprise obtaining information for payment from users for relating user-selected subdomain labels to fully-qualified domain names in the database.

37.    (Previously presented)  The system of Claim 36, wherein the instructions further comprise crediting a portion of the payment to a holder of the fully-qualified domain name.

38.    (Previously presented)  The system of Claim 30, wherein the obtaining step of the instructions further comprises obtaining the fully-qualified domain names, wherein at least one of the fully-qualified domain names comprises a subdomain labeled with a designated wildcard character of the domain name system, and at least one higher-level domain name.

39.    (Previously presented)  The system of Claim 31, wherein the maintaining step of the instructions further comprises maintaining the database including subdomain labels associated as lower-level domains of other subdomain labels, wherein multiple subdomain labels are related to corresponding ones of the user-determinable addresses.